



Government of India
NATIONAL DISASTER MANAGEMENT AUTHORITY

NDMA Bhawan, A-1, Safdarjung Enclave,
New Delhi-110 029.Tel.Fax No.26701728



No. 11-32/2013-Awareness

Date: 21st Sep. 2017

Sub: Request for Technical & Financial proposals from the agencies empanelled with NDMA vide Letter No, 11-32/2013 – Awareness dated 13.06.2016 for impact assessment study of communication campaigns run by the Authority.

National Disaster Management Authority (NDMA) intends to request for technical & financial proposals from the agencies empanelled with the NDMA vide Letter No. 11-32/2013- Awareness dated 13.06.2016 for impact assessment study of communication campaigns run by the Authority.

Interested already empanelled agencies (6) must send their Technical & Financial Proposals (as uploaded in NDMA's website ndma.gov.in) latest by 17.00 hrs. by 17/10/2017. Sealed Technical & Financial Proposals (separate) which should be sent by post or by hand in the tender box kept in the reception of NDMA at the following address:-

Encl: RFP

Deputy Secretary
National Disaster Management Authority
NDMA Bhawan,
A-1, Safdarjung Enclave,
New Delhi – 110029
Tel. No. 011-26701878


(Bhupinder Singh)
Deputy Secretary, PR&AG

To,
All 6(Six) empanelled agencies as per List

List of 6(six) empanelled agencies with NDMA for Impact assessment study of communication campaigns:

1. Shri. Abhay Ravetkar
Chief Consultant, Bureau Market Research,
Mitcon Consultancy & Engineering Services Ltd,
1st Floor, Kubera Chambers, Dr. Rajendra Prasad Path,
Shivaji Nagar, Pune-411005 Maharashtra
 2. Dr. Kinsuk Mitra
President,
Inspire Network for Environment,
S-235, Ist Floor, Panchshil Park
New Delhi-110017
 3. Dr. S.K. Trivedi,
Executive Director,
Indian Institute of Development Management,
E-7/136, Lajpat Society, Arera Colony,
Bhopal-462016(Madhya Pradesh)
 4. Sh. S.P.Ahuja,
Honorary President,
Centre for Research Planning & Action,
16- Dakshineswar, 10 Haily Road,
New Delhi-110001
 5. Shri. P. Ramesh Babu,
Project Director,
Gayatri Rural Educational Society,
Plot No. 147, Beside Abhyudaya Degree College,
Govind Nagar Colony,
Srikakulam-532001(A.P)
 6. Shri. Nachiketa Roy,
Chief Executive Officer,
Society for Socio Economics Studies & Services,
Bhawani Complex, Block-M,
Baroaritala, Krishnapur Road,
Kolkata-700102(W.B)
-

REQUEST FOR PROPOSAL FOR BIDS FOR CONDUCTING IMPACT ASSESSMENT STUDY ON IEC ACTIVITIES in Delhi – NCR.

National Disaster Management Authority has decided to carry out Impact Assessment Study on IEC activities in Delhi – NCR. The Authority invites technical and financial proposals from six research and consultancy agencies already empanelled with NDMA, who have adequate experience and infrastructure in conducting monitoring, evaluation and impact assessment studies relating to awareness campaigns on disaster management at national level through large scale surveys. NDMA may select one of the bidding agencies through an evaluation process to implement this activity.

Background

India is vulnerable to a large number of natural as well as man-made disasters. 58.6 per cent of the landmass is prone to earthquake of moderate to very high intensity; over 40 million hectares (12 per cent of land) is prone to floods and river erosion; out of the 7,516 km long coastline, close to 5,700 km is prone to cyclones and tsunamis; 68 per cent of the cultivable area is vulnerable to drought and hilly areas are at risk from landslides and avalanches. Vulnerability to disasters /emergencies of Chemicals, biological, Radiological and Nuclear (CBRN) origin also exists.

On 23 December 2005, the Government of India (GOI) took a defining step by enacting the Disaster Management Act,2005 which envisaged the creation of the National Disaster Management Authority (NDMA), headed by the Prime Minister, State Disaster Management Authorities (SDMAs) headed by the Chief Ministers, and District Disaster Management Authority (DDMAs) headed by the District Collector or District Magistrate or Deputy Commissioner as the case may be, to spearhead and adopt a holistic and integrated approach to DM. Since then, there has been a paradigm Shift, from the erstwhile relief-centric response to a proactive prevention, mitigation and preparedness-driven approach for conserving development gains and to minimize loss of life, livelihood and property.

The objective behind this evaluation study is to assess the reach, impact quality and effectiveness of the communication campaign by NDMA. The impact assessment is in terms of singling out the extent of the contribution of the campaign in bringing about awareness and behavioral change amongst the target audiences. The broad objectives include the following:

- ✓ Evaluate the extent of reach/exposure of the target audiences to the campaign
- ✓ Evaluate target audience recall, comprehension and appeal of the theme/specific spots.
- ✓ Assess the impact, effectiveness and quality of the communication campaigns
- ✓ Identify the communication gaps, if any,
 - ✓ Suggest recommendations and measures to NDMA to make the future campaigns more effective in timing content, reinforcement, media choice, etc.

2. NDMA's Vision

"To build a safer and disaster resilient India by a holistic, pro-active, technology driven and sustainable development strategy that involves all stakeholders and fosters a culture of prevention, preparedness and mitigation."

3. NDMA's Mandate

NDMA as the apex body is mandated to lay down the policies, plans and guidelines for Disaster Management to ensure timely and effective response to disasters. Towards this, it has the following responsibilities:-

- ✓ Lay down policies on disaster management;
- ✓ Approve the National Plan:
- ✓ Approve plans prepared by the Ministries or Departments of the Government of India in accordance with the National Plan:
- ✓ Lay down guideline to be followed by the State Authorities in drawing up the State Plan:
- ✓ Lay down guidelines to be followed by the different Ministries or Departments of the Government of India for the purpose of integrating the measures for prevention of disaster or the mitigation of its effects in their development plans and projects:
- ✓ Coordinate the enforcement and implementation of the policy and plan for disaster management:
- ✓ Recommend provision of funds for the purpose of mitigation:
- ✓ Provide such support to other countries affected by major disasters as may be determined by the Central Government:
- ✓ Take such other measures for the prevention of disaster, or the mitigation or preparedness and capacity building for dealing with the threatening disaster situation or disaster as it may consider necessary:
- ✓ Lay down broad policies and guidelines for the functioning of the National Institute of Disaster Management.

4. Awareness Campaign Objectives

In its endeavor to spread awareness amongst the masses, NDMA has launched various public awareness initiatives through electronic and print media. The focus was on building appropriate environment for disaster management by impacting the target audience. These awareness campaigns of National Disaster Management Authority are being implemented through various modes of advertisement like TV, Radio, Print, Exhibition, Delhi Metro panels and Digital Cinemas and through social media too. NDMA's awareness campaigns have centered on spreading awareness among the masses with the two prime objectives:

- a) Preparing citizens for any impending disasters (earthquake, cyclone, floods, landslides, heat-wave, etc.). Earthquake, Heat-wave and urban flood campaigns were carried out in Delhi-NCR.
- b) Informing and educating the citizens on various preventive and mitigative measures to avoid disaster situations

5. Evaluation Study Objective

5.1 So far the following activities have been carried out:

- ✓ Audio-Video spots on Natural Disasters
- ✓ Print material – posters & leaflets
- ✓ Campaign through social media – Facebook and twitter, instagram, you-tube & Pinetrest.
- ✓ Print campaigns through newspapers & magazines
- ✓ Articles on various disasters published by NDMA in leading magazines
- ✓ Audio-Video campaigns through TV & Radio
- ✓ Participation in IITF

5.2 A CD containing the disaster management awareness audio/video spots is available with NDMA.

5.3 In order to assess the impact and effectiveness of the awareness campaign, NDMA intends to conduct an evaluation of the awareness campaigns on the above two broad categories. The details of the campaign implemented by NDMA are given below.

5.3.1 Category 1 – Electronic Medium

- a. Telecast of video spots of 50/40/30 seconds duration on various disasters on Doordarshan, AIR , Pvt.TV Channels, FM Radio Channels, Lok Sabha TV and Digital Cinema
- b. Social Media – Twitter and Facebook

5.3.2 Category 2 – Print Medium

- a. Half Page Advertisements on Disaster Management published in Newspapers in Hindi & English languages.
- b. Advertorials/Articles published in Magazines.
- c. Delhi Metro Panel (Inside metro and at metro stations).

6. 6.1 Scope of Work

The scope of work of the agency would be as follows:

- ✓ Propose a methodology for data collection, to identify the reach and gauge comprehension levels of the awareness campaign undertaken so far,
- ✓ Propose the framework for analysis
 - ✓ Identify the target population for assessment of a media campaign chosen for evaluation. Target Groups such as –

- SEC profiles
- Gender profiles
- Caste Profile
- Disabled
- Old Age
- Education/Literary Levels
- Others
- ✓ Organize logistics for evaluating media campaigns.
- ✓ Record, analyze responses and submit a consolidated report for each chosen media campaigns. The report would , inter alia, include the following:
 - General conduct of the media campaign.
 - Ability to cut through clutter
 - Percentage of people seen the advertisements
 - Recall : Story and Tagline
 - Interpretation – Message comprehension
 - Engagement /Involvement – Recall of specific elements of the advertisement/audiovisual input
 - Performance on key parameters like overall appeal understanding, relevance, uniqueness etc.
 - Comprehension of the message disseminated through the campaign, by the people and retention of the messages in their memory.
 - Persuasion for discussion
 - Persuasion for action: Action taken / Intended action
 - Relevance of the campaign in the context of various mediums of communications.
 - What effect NDMA’s campaign had on people?
 - Has it helped people?
 - What are the expectations of people from NDMA in terms of IEC Campaigns
 - Need to reform / modify the conduct of the campaign in order to make it more effective
- ✓ Conclusion of the survey and Recommendations for improvement of campaign. Study should comment on NDMA’s IEC Campaigns and provide a way forward.

6.2 The **period of coverage** for study ----- Year 2016-17

6.3 Deliverables

The research agency will submit the following to the NDMA

6.3.1 Inception report

- a. Sampling protocols
- b. Draft research tools
- c. Pretest reports for all research instruments

6.3.2 Interim Report

- a. Final version of all research tools
- b. Field movement plan
- c. Monthly progress report on the survey
- d. Analysis plan

6.3.3 Draft Final

- a. Report on top line findings
- b. PowerPoint presentation of top line findings
- c. Draft and Final reports
- d. Cleaned data sets in appropriate format

6.3.4 Final Report with clear recommendations for improvement of Campaigns

For the evaluation, first a quantitative research could be conducted to note those who have observed the campaign. Later, a qualitative research could be conducted amongst the identified groups. Research agencies may suggest appropriate research methodologies to assess the advertising reach, performance and impact. Important considerations such sample size may be taken based on the budget. However, the sample should be representative of the universe and should be of appropriate size to split across variables like location, gender, age within the suggested sample size.

6.3 Timeline (Schedules)

The proposed study for Delhi –NCR region should be submitted with recommendations in a time frame of 6 months from the date of award of work.

Table-1

S.No.	Deliverables from the day of award	Timeline
1.	Inception report	One month
2.	Interim Report	Two month
3.	Draft Final	Four and half months
4.	Final Report with clear recommendations for improvement of Campaigns	Within Six months

7. INSTRUCTIONS TO BIDDERS FOR FORMULATION AND SUBMISSION OF PROPOSALS

7.1 Bid security(Earnest Money)-(i) The bidder will submit a EMD of Rs. 25,000/- As per GFR Rule 170, the EMD may be in the form of Account Payee Demand Draft, Fixed Deposit Receipt, Banker's Cheque or Bank Guarantee from any of the commercial bank in an acceptable form in favour of DDO,NDMA, safeguarding the purchaser's interest in all respects. The bid security should remain valid for a period of 180 days beyond the final bid validity period.

(ii) Bid securities of the unsuccessful bidder shall be returned to them after expiry of the final bid validity and latest on or before the 30th day after the award of the contract.

8.Performance Security

8.1 Performance security shall be given by the successful bidder before award of the contract. Performance Security shall be for an amount of 10 % of the value of the contract. Performance Security may be furnished in the form of an Account payee Demand Draft, Fixed Deposit Receipt from a Commercial bank, Bank Guarantee from a Commercial bank in an acceptable form as per the format at Annexure – II IN FAVOUR OF DDO,NDMA. The Bank Guarantees issued by Any Indian Nationalized Bank or Bank approved by RBI would be accepted.

8.2 Performance Security remains valid for a period of sixty days after the date of completion of all contractual obligations of the contractor including warranty obligations.

8.3 Bid security shall be refunded to the successful bidder on receipt of Performance Security, provided the performance security is furnished as required, above in full.

9. Submission of bids

i) The bidders are required to submit financial proposal. The “ Financial proposals must be submitted for survey of reach and gauge the comprehension levels of the campaign job to be undertaken within Delhi-NCR region sealed envelope (with respective marking in bold letters) following the formats/schedules. The envelope should contain any cost information whatsoever. Separate envelopes should be submitted as per the enclosed format in Annexure-I, marked ‘**TECHNICAL & FINANCIAL PROPOSALS**’ (**separate**) must be sealed with sealing wax and initialed twice across the seal and should the detailed price offer for the consultancy services. The cost quoted by the agencies shall be valid for a period of 06 months beginning from the date of last of submission of the RFP by the agencies. Bids not submitted in the prescribed format shall be rejected straight away.

ii) The bidder must submit the Earnest Money Deposit(EMD) specified above in one envelope, which must be sealed and clearly marked and addressed to the Deputy Secretary, PR&AG Division, National Disaster Management Authority, A-1, Safdarjung Enclave, New Delhi-110029. The Outer Envelope must further be clearly marked: **“BID FOR Impact Assessment Management Authority, New Delhi and “DO NOT OPEN EXCEPT IN PRESENCE OF THE EVALUATION COMMITTEE”**.

iii) The bidder(s) may submit their Bids by Registered Post/Courier or in Person, so as to reach the NDMA by the 15:00 Hrs and Date 17th Oct. 2017

iv) The NDMA shall not be responsible for any delay of the Bids. Any bid received by the NDMA after the deadline shall not be accepted.

v) The covering letter to be submitted by the bidder along with technical bid should be as per format given Annexure III. All the annexures attached should be filled and duly signed.

10. Award of Contract

10.1. The agency securing the H1 marks will be considered for award of the work. The sample size should be 2000 representatives.

10.2. BID EVALUATION A two-stage procedure shall be adopted by the evaluation committee in evaluating the proposals: Please refer QCBC method in the revised Manual of Procurement of Services.

10.2.1 Technical Bids shall be first opened and evaluated. The Evaluation Committee of NDMA for technical shall evaluate the Technical Bids on the basis of the responses to the scope of work applying the evaluation criteria, sub-criteria, and point system specified as under

Table-2

S.No.	Criteria	Marks
1.	Background & Experience of the agency	10
2.	Key persons (max.4)- Background, Education Qualification & Experience)	20
3.	Methodology	30
	Total	60

The Technical proposal should score at least 70 percent points to be considered responsive for financial evaluation. A technical proposal failing to achieve 70% marks shall be rejected.

10.2.2

Opening and Evaluation of Technical Bids

Technical Bids shall be first opened and evaluated. The Evaluation Committee of NDMA shall evaluate the Technical Bids on the basis of the responses to the scope of work applying the evaluate criteria, sub-criteria, and point system specified as above.

Evaluations will be based on creative/innovative evidence submitted by the agency with respect to evaluation / selection criteria. Responsive bids will be given a Quality Score (QS) and the bids receiving marks greater than or equal to cut-off mark (42) will be eligible for further consideration. The QS will have a weight age of 70%. A Bid shall be rejected at this stage, if it does not respond to any of the condition scope of work or if it fails to achieve the minimum QS (42)

(A) Opening and Evaluation of Financial Bids

Financial bids will be opened only for such shortlisted agencies. The decision of the NDMA with regard to selection of agency will be final and binding and no communication in this regard will be entertained.

After the technical evaluation is completed, NDMA shall inform in writing to the agencies (having scored minimum WS of 42) the time and location for opening the Financial Bids. The attendance of the agencies at the opening of Financial Bids .The attendance of the agencies at the opening of Financial Bids is optional, but it shall be recorded and signed by all present.

Financial Bids shall be opened only of the agencies who have secured the minimum QS of 42, publicly in the presence of the agencies / representatives who choose to attend. These Financial Bids of the Agencies shall be recorded. The Financial Bids will be allotted a weight age of 30%. The Bid with lowest cost shall be given a Cost Score (CS) of 100 and other bids would be given CS that is inversely proportional in relation to their prices.

The Evaluation Committee will correct any computational errors. When correcting computational errors, in case of discrepancy between a partial amount and the total amount, or between word and figures, the former will prevail. In addition, activities and items described in the Technical Bid but not priced, shall be assumed to be included in the prices of other activities or items.

The 'Total Score' (TS) for each agency will be calculated by weighing the respective QS and cost scores as per the formulae (TS = 0.7 x QS + 0.3 x CS). On the basis of combined weighted score for quality and cost, the agencies shall be ranked in terms of total score obtained. The bid obtaining the highest total combined score in evaluation of quality and cost will be ranked as H-1 followed by the bids securing lesser score as H2, H1, etc. H3 bidder will be recommended for negotiations /approval to the competent authority.

Example: - In a particular case of selection of consultant, it was decided to have minimum qualifying marks for technical qualifications as 42 and the weight age of the technical bids and financial bids was kept as 70 : 30. In response to the RFP, 3 proposals, A B & C were received. The technical evaluation committee awarded them 45, 50 and 55 marks respectively. The minimum qualifying marks were 42. All the 3 proposals were, therefore, found technically suitable and their financial proposals were opened after notifying the date and time of bid opening to the successful participants. The price evaluation committee examined the financial proposals and evaluated the quoted prices as under:

Proposal Evaluated cost

A Rs. 120.

B Rs. 100.

C Rs. 110

Using the formula LEC / EC , where LEC stands for lowest evaluated cost and EC stands for evaluated cost, the committee gave them the following points for financial proposals:

A : $100 / 120 = 83$ Points

B : $100 / 100 = 100$ Points

C : $100 / 110 = 91$ Points

In the combined evaluation, thereafter, the evaluation committee calculated the combined technical and financial score as under:

Proposal A: $45 \times 0.70 + 83 \times 0.30 = 56.4$

Proposal B: $50 \times 0.70 + 100 \times 0.30 = 65$

Proposal C: $55 \times 0.70 + 91 \times 0.30 = 65.8$

The three proposals in the combined technical and financial evaluation were ranked as under:

Proposal A: 56.4 points : H1

Proposal B: 65 points : H2

Proposal C: 65.8 points : H3

Proposal C at the evaluated cost of Rs.110/- was, therefore, declared as winner and recommended for negotiations/approval, to the competent authority.

Performance Security Deposit

In case of award of the work, a sum of 10 % of the total value of cost shall be deposited by the selected bidder as performance Security in the form of Bank Guarantee within 7 days of issue of LOI. The deposit shall be in the form of an irrevocable Bank Guarantee issued by a Scheduled Commercial Bank in favour of the NDMA, as per the format given at Annexure on submission of this Bank Guarantee, the EMD shall be refunded. This Bank Guarantee shall be released only after successful completion of the work.

11. Award of Contract

1. The bid will be valid for 180 days from the date of submission.
2. On completion of the process of selection, the agency selected shall be awarded the contract by issuing the letter of award (LOA). The issue of LOA shall be the deemed date of commencement of the assignment and shall be completed as per the period stipulated in the contract. Within 30 days of LOA the consultancy/ firm should execute an agreement with NDMA.
3. The charges will be subject to taxes, cesses, etc as per the applicable Indian laws.
4. The evaluation committee will determine whether the financial proposal/information is complete in all respects and the decision of the evaluation committee shall be final.
5. The cost of preparing the proposal and incidental expenses shall not be reimbursable as a cost of assignment.
6. The successful agency will be required to submit the performance security in the form of an DD/FDR/BG from the commercial bank for an amount equal to 10% of the value of the contract within 15 days of signing the contract otherwise the study will be awarded to the agency scoring second highest marks. The performance security should remain valid for a period of 60 days beyond the date of completion of contractual obligations of the agency.
7. The successful firms/ organization cannot sublet the assignment to other individual/firms/organizations without prior approval of the NDMA.

12. Period of Contract Period

The period of contract will be for 6 months. A committee of experts appointed by NDMA will review the progress as mentioned in Table 1.

13. Payment Terms

The fee for conducting evaluation study to agencies will be paid in following manner:

- First Installment – Advance of 20 per cent after signing the contract, submission of PBG as per GFR and on submission of BG for an equal amount of Advance release.
- Second Installment – 10 per cent of the total fee on submission of the Inception Report.
- Third Installment – 10 per cent of the total fee on submission of the Interim Report.

- Fourth Installment – 30 per cent of the total fee on submission of the final draft.
- Fifth Installment – 30 per cent of the total fee on final submission and acceptance of report. **The final report will be examined by NDMA within 45 days from the date of submission failing which the payment can be released to the agency.**

Each installment will be released only after NDMA is satisfied with the inputs at each stage. This will ensure a continuous monitoring of the entire exercise.

14. Liquidated Damages

As the contract is time bound and to be finished within 6 months, for any delay on the part of the firm, liquidated damages would be levied at the rate of 0.5% of the contract value per week and part thereof subject to a maximum of 10% of the total contract value.

15. Termination

The NDMA may without prejudice to any other remedy available for breach of any conditions of the agreement by a written notice of 30 calendar days issued to the agency, terminate the Agreement under failure to properly utilize the amount paid by NDMA or in the event of appropriate progress not being made in the project.

16. Rights and Ownership/Technology Transfer and Utilization

16.1 The know-how generated from the project will be the property of NDMA. It shall be the responsibility of Agency to take necessary action for protection of the intellectual property arising out of the Project through proper instruments, such as patents, copyrights, etc.

16.2 It shall be the responsibility of Agency to ensure that the support of NDMA is suitably acknowledged in the publications (papers, reports etc.) of the Project work.

17. Secrecy

It is hereby agreed that the Consulting agency shall not disclose information and data collected to others.

18. Arbitration

18.1 In the event of any question, dispute or difference arising under this Agreements, or in connection thereof, except as to matter, the decision of which is specifically provided elsewhere under the Agreement, the same shall

be referred to an Arbitrator Tribunal, herein after Called "TRIBUNAL" consisting of sole Arbitrator to be appointed upon nomination made by Secretary, Department of Legal Affairs, Ministry of Law & Justice, Government of India.

18.2 The venue of Arbitration shall be New Delhi or anywhere in India, as may be fixed by the TRIBUNAL. The Arbitration proceedings shall be conducted in accordance with the provisions of Arbitration and Conciliation Act 1996 as amended or replaced from time to time.

19. Governing Law:

This Contract shall be governed by the Indian Laws for the time being in force.

IN WITNESS WHEREOF the parties hereto have signed sealed and delivered the Agreement on the day, month and year above written in presence of:-

Signed by:

(With Name, Designation and Seal)

(For and on behalf of Consultant)

1. Witness _____

(Name and Designation)

2. Witness _____

(Name and Designation)

Signed by:-

(With Name, Designation and Seal)

(For and on behalf of NDMA)

1. Witness _____

(Name and Designation)

2. Witness _____

(Name and Designation)

ANNEXURE –I

To
Sri Bhupinder Singh
Deputy Secretary, PR&AG
National Disaster Management Authority
A-1, Safdarjung Enclave
New Delhi -110029

Subject : Conducting Impact Assessment Study of IEC Special Campaign in Delhi – NCR region.

Financial Proposal

S.No	Cost Head	Amount (Rs.)
1.	Salary of Key professionals	
2.	Salary of field staff and support staff	
3.	Travel for key person	
4.	Travel for field & Secretariat staff	
5.	Contingent expenses	
6.	Office expenses	
7.	Institutional Overheads (if any)	
8.	Total	
9.	GST, if any to be charged*	
10.	Grand Total	

Total cost of the project including all taxes : (In words _____)

- Goods and Service Tax as applicable will be reimbursed on receipt of proof of payment into Govt. Account.

Date _____

Place _____

Signature-----

Name_____

Seal of organization_____

ANNEXURE –II

BANK GUARANTEE FORMAT

On a stamp paper of minimum Rs ----- (from any Nationalised or Schedule Bank)

To
Sri Bhupinder Singh
Deputy Secretary,PR&AG
National Disaster Management Authority
A-1, Safdarjung Enclave
New Delhi -110029

Dear Sir,

In consideration of your agreeing to accept Bank Guarantee for Rs.----- towards Security Deposit, Messrs----- Having its/their office/registered office at----- (hereinafter called the contractor) towards Security Deposit for the due performance of the Contract entered into by them for the ----- at ----- ----in accordance with the due fulfillment of the said Contract or of the terms and conditions therein, we hereby undertake and agree to indemnify and keep you indemnified to the extent of Rs.----- (Rupees-----) only.

In the event of any loss or damages, costs, charges or expenses caused to or suffered by you by reason of any breach of non-observance on the part of the Contractor of any of the terms and conditions contained in the said Contract we shall on demand and without reference to the contractor irrevocably and unconditionally pay you in full satisfaction of your demand the amounts claimed by you; provided that our liability under this guarantee shall not at any time exceed Rs.----- (Rupees-----) only).

The guarantee herein contained shall remain in full force and effect till you certify that the terms and conditions of the said contract have been fully and properly carried out by the contractor, and that contractor has furnished necessary deposit or fresh guarantee towards his obligation during the Defect Liability Period of the works or till this guarantee is duly discharged by you in writing.

We also agree that your decision as to whether the contractor has committed any breach or non-observance of the terms and condition of the said Contract shall be final and binding on us.

We undertake to pay to the Employer any money so demanded notwithstanding any dispute or disputes raised by the contractor(s) in any suit or proceeding pending before any court or Tribunal relating thereto, our liability under this present being absolute and unequivocal.

The payments made by us under this bond shall be a valid discharge of our liability for payment there under and the contractor(s) shall have no claim against us for making a payment.

This guarantee shall continue to be in full force and effect up to and inclusive of -----
----- Notwithstanding the above limitation, we shall honor and discharge the claims preferred by you within thirty days of the expiry of this guarantee.

We shall not revoke this guarantee during its currency except with your previous consent in writing.

This guarantee shall not be affected by any change in the constitution of our Bank or of the tenderer firm.

Your neglect or forbearance in the enforcement of the payment of any money, the payment whereof is intended to be hereby secured or the giving of time for the payment hereto shall in no way relieve us of our liability under this guarantee.

Dated this-----day of -----2017

Faithfully

For

(AUTHORISED SIGNATORY) Signature and seal of the bank

ANNEXURE –III

Format for covering Letter (Cover Submission)

(The covering letter is to be submitted by the Bidder along with the Cover I of the Bid)

Date:

Place:

To,
Sri Bhupinder Singh
Deputy Secretary, PR&AG
National Disaster Management Authority
A-1,Safdarjung Enclave
New Delhi – 110029

Sub:

Dear Sir,

Please find enclosed original Bid in respect of selection of the bidder for Impact Assessment Study of the Awareness Generation Campaigns Implemented by National Disaster Management Authority, New Delhi in respect to your letter no.....Dated.....2017

We hereby confirm the following:

1. The Bid is being submitted by ----- (name of the Bidding Company) who is the bidder, bidding for selection in accordance with the conditions stipulated in the RFP Document.
2. We have examined in detail and have understood, and abide by all the terms and conditions stipulated in the RFP Document issued by the NDMA and in any subsequent communication sent by the NDMA. Our Bid is consistent with all the requirement of submission as stated in the RFP Document or in any of the subsequent communications from the NDMA.

3. The information submitted in our Bid is complete, is strictly as per the requirement as stipulated in the RFP Document, and is correct to the best of our knowledge and understanding.

Date _____

Place _____

Signature-----

Name _____

Seal of organization_____

Annexure – IV

To,
Sri Bhupinder Singh
Deputy Secretary, PR&AG
National Disaster Management Authority
Govt. of India, A-1, Safdarjung Enclave
New Delhi

Subject:- Request for proposal for Bids for Conducting Impact Assessment Study on IEC activities in the Delhi-NCR

CHECK LIST

1. Separate sealed envelopes super-scribed as “Technical Bid” and “Financial Bid”

Y	N
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2. Separate sealed envelopes (containing Technical Bid (Annexure V) and Financial Bids (ANNEXURE VI) SUBMITTED TO Ministry in a common sealed envelop clearly super-scribed “Bid for conducting Impact Assessment Study on IECT activities in selected States, and bearing the name and address of the bidder organization.

Y	N
---	---

3. Each page legibly print , numbered, signed, dated and stamped.

Y	N
---	---

4. Attested photocopy of Registration Certificate of the Organization enclosed with Technical Bid.

Y	N
---	---

5. Certificate signed & stamped by head of organization: “professionals, staff, and equipments/facilities as mentioned in technical bid shall be available for this study in due time”.

Y	N
---	---

6. VERIFICATION SIGNED BY HEAD OF ORGANISATION
(PLEASE TICK MARK IN THE RELEVANT BOXES)

Date _____
Place _____

Signature-----
Name _____

Seal of organization _____

CERTIFICATE BY HEAD OF ORGANIZATION

It is certified that:

- 1. The information given above is TRUE to the best of my knowledge. The organization shall stand liable for any information given above which is later found to be FALSE, including the forfeiture of any payment due to it.**
- 2. The professional, staff, equipment and all requisite infrastructural facilities mentioned in this bid shall be made available for this project in due time.**
- 3. The establishment/office is fully equip to handle this assignment and would implement this project in due time for Delhi/NCR.**
- 4. I am competent to sign this Certificate.**

Date:

Authorized Signatory

Place:

Name:

Seal of the Organization:

Designation

Please do not attach any additional material, papers, documents, report etc., if it is not asked for.

ANNEXURE –VI

Bid for conducting Impact Assessment Study on IEC activities in Delhi-NCR

TECHNICAL BID

A: ORGANISATIONAL PROFILE

1.	Name of Organization						
2	Name and Designation of Contact Person						
3	Postal Address of the Organization (with pin code)						
4	Physical Address, if different from postal address (with pin code)						
5	Telephone Number with STD code						
6	Fax No.with STD code						
7.	Mobile No.of Contact Person						
8.	E-mail Address of the Contact Person						
9	Name and Designation of Head of the Organization responsible for the project						
10	Establishment Details						
	a) Year Established						
	b) Type of Organization (Tick one)	Educational & Research Institutions/ consulting Organization/Any Other (Please specify)					
	c) Regd.No. and Name and Place of Registering Authority	(Attach attested photocopy of Registration Certificate)					
	d) No. of full time employees for the project	Professional :			Support Staff:		
	e) No. of part time employees for the project	Professional :			Support Staff:		
	f) Financial strength of the Organization	Turnover			Net Profit		
		14-15	15-16	16-17	14-15	15-16	16-17

B. Details of Key person for this project

S.No.	Name	Position in the Firm	Full-time/ Part time	Since when with the Firm (Month & Year)	Highest academic/ Professional/ qualification/ specification	Area of key expertise (technology / Skill sets)	Length of experience (years) in the area of key expertise
1.							
2.							
3.							
4.							

C. Details of Net work offices in the surveyed State

S.No.	Location	Details of Office Space	Details of Infrastructure

D. Details of the experience in successfully executing similar projects (including in government organization) in the past 5 years.

S. No.	Type of Activity	Title of the Project/Job	Name & Address of the Client	Duration of project (in months)& year of Start & Completion	Value of the Project/job (Rs. Lakh)	Details of Services/product Delivered

**E. Detailed Work Plan and Methodology (including sampling) suggested for the project
Attach sheet, if necessary.**

Date:

Authorized Signatory

Place:

Name:

Seal of the Organization:

Designation